



WPTV

ORDER

Print Date 09/17/12

Page 1 of 2

Flight Dates **09/19/12-09/25/12**

Contract / Revision **311064 /**

Original Date / Revision
09/13/12 09/14/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Order # 71 Add**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 46% Market Value 20326

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	10976
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	14	\$7,947.50	\$9,350.00	0.00
Totals	14	\$7,947.50	\$9,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	14	\$7,947.50	\$9,350.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/19/12	09/25/12	M-F 6-7a M-F 6-7a	CM	6-7a	1111---	:30	4	\$725.00	P-1	0.00 NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	1111---	4		\$725.00		0.00					
N 2	WPTV	09/19/12	09/25/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	-----S-	1		\$400.00		0.00					
N 3	WPTV	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	1111---	:30	4	\$325.00	P-1	0.00 NM	4	\$1,300.00



WPTV

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Page 2 of 2

Contract / Revision **311064** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/14/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 71 Add**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	1111---	:30	4	\$325.00	P-1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	1111---					4	\$325.00		0.00			
N 4	WPTV	09/19/12	09/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	- 1- 1- - -	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	- 1- 1- - -					2	\$950.00		0.00			
N 5	WPTV	09/19/12	09/25/12	M-F 730-8p M-F 730-8p	CM	730-8p	1- 1- 1- -	:30	3	\$950.00	FX	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	1- 1- 1- -					3	\$950.00		0.00			
Totals														14	\$9,350.00